SOCIAL RESPONSIBILITY EFFECT ON CLIENT – ORIENTATION REGARDING TO MEDIATORY ROLE OF JOB SATISFACTION AND REALIZED ORGANIZATIONAL COMMITMENT BY WORKERS

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ABSTRACT

Present research follows to study social responsibility effect on client-orientation regarding to mediatory role of job satisfaction and realized organizational commitment by Guilan Melli bank workers . Present research statistical case is 315 Guilan Melli bank branches workers in iran to collect data and sampling method is classifying random. Using tool is Chronbach alpha for standard stability and response spectrum is 5 points likert. Questionnaire has made in field method and research is descriptive- analytical. To obtain data has used Liserl method. Deductive software has used structural equations modeling and data analysis showed that social responsibility eas effective directly and through job satisfaction and organization commitment on client tendency among workers.

Keywords: *social responsibility, client-orientation, job satisfaction, organizational commitment*

INTRODUCTION

Client-orientation causes positive financial results for organization as a marketism dimension . This process from client tendency will result in clients satisfaction and loyalty. Workers tendency subject to supply client needs refers to job culture. Tendency to client is the main dimension in each firm. It seems that client-orientation culture creating is nicissary to success organization and increase competitive advantage. Client-orientation results in client service act improvement (Lee et al, 2013). Client service act improvement leads to higher financial act, also high service levels result in higher rate of client conservation that its result is more sell and higher market share that are affected by different variables. Song et al (2015) in a research showed that social responsibility results in organization client-orientation. They showed that social responsibility through a process and organizational commitment and job satisfaction result in client-orientation. Many organizations serve social responsibility as the most important strategy to reach stable competitive advantage. Commitment has defined as need to conserve a continouse relation, and a relation creates on the basis of mutual trust and commitment. Organizational commitment is showing workers extra try to obtain organizational purpose.

Organizational commitment is a psychological mood description that shows individual wants to stay at organization (Asiedu et al, 2014). Commitment is from interest and loyalty to work and strong believe to organizational values (Salehi et al, 2014). In organization social responsibility and client-orientation, organizational commitment will result in workers job satisfaction. Job satisfaction is a positive sense from job evaluation or its different dimensions (Russo & Buonocore, 2012). Regarding to above cases and this point that today as increasing banks number and financial institutions, attracting new clients forces costs for bank and in other hand researches have shown that present clients conserve cost is less than new clients attraction, so researches to rise tendency to client and its effective factors are necessary, because client- orientation fially results in increasing clients satisfaction and loyalty and improving banks act. The

main research question is as follow: Is affective Melli bank social responsibility on tendency to client by workers job satisfaction and organizational commitment.

RESEARCH THEORETICAL FRAME

Brammer et al, (2007) and also Turker (2009) studied workers realization of social responsibility and organizational commitment. They indicated that workers realization of organization social responsibility has an important role in organizational commitment. In castka & Ba lzarova view (2010) social responsibility is continose commitment for moral behavior and individuals and their family life quality improvement, society improvement in wider scale (Maghighatian et al, 2013).

Organizational commitment is an important job and organizational view that during past years had attracted many researchers of organizational and psychological behavior especially social psychology. This attitude has changed in 3 ago decades (Khoshnood, 2011). Emotional dependency is a stable factor that relates individuals to organization that organizational commitment is a form of this emotional dependency (Thoma, 2015). Related to organizational commitment effect on job satisfaction should refers to Vandenberg & Lance (1992) that showed workers organizational commitment could be a cause to create job satisfaction. Workers job satisfaction as desired emotional status of job evaluation has defined to obtain job values and / or simple access to them (Jung & Yoom, 2013). Bateman and stasser (1984) said that during time, organizational commitment results in job satisfaction. Nam a sivayam and Zhao (2007) showed that organizational commitment has direct effect on workers job satisfaction. Related to job satisfaction effect on client-orientation Hoffman and Ingram (1992) said that job satisfaction could result in client-orientation behaviors. Client-orientation is a firm enough realization of its buyers to create higher value for them (Alteren & Tudoran, 2015). Lee et al, (2013) also verified job satisfaction positive effect on client – orientation (Song et al, 2015) . Regarding to mentional cases and past researches results such as song et al, (2015) research model is as follow:

Figure 1: Research teorethical model (Song et al, 2015)

Regarding to theoretical frame and defined aims , research hypotheses are as follow :

- 1- Social responsibility economic dimension affects on organizational commitment .
- 2- Social responsibility legal dimension affects on organizational commitment .
- 3- Social responsibility moral dimension affects on organizational commitment .
- 4- Social responsibility altruist dimension affects on organizational commitment .

5- Organizational commitment affects on job satisfaction .

6- Job satisfaction affects on tendency to client .

METHODOLOGY

Present research aim is practical and its conducting method is description . This research method is correlational and data collection is field for Guilan Melli bank workers . Total workers number is 1400 in sampling . Research statistical community is classifying random and among workers. Regarding to above formula case mass is 310 ones. In this research used questionnaire to use Melli bank workers view and attitudes. Questionnaire has two parts that first part includes individual information and second part has expert questions.

Table 1: Questionnaire questions table

Dimensions	Reference
Social responsibility	Song et al. 2015
Organizational commitment	
Job satisfaction	
Customer-orientation	

In this research to determine questionnaire stability emphasized on questions coincidence and used Chronbach alpha for any variable. To compute stability coefficient used SPSS that firstly a case includes 30 questionnaires and then calculated Chronbach alpha.

Table 2: Chronbach alpha related to questionnaire questions stability

Variable	Cronbach Alfa
Social responsibility	0.905
Organizational commitment	0.856
Job satisfaction	0.873
Customer-orientation	0.893

Table 3: Research variables description

Variables	N	Min	Max	Mean	S. D.	Std. Error Mean
Economical responsibility	315	1.67	5	3.5101	0.74452	0.554
legal responsibility	315	1.25	5	3.7079	0.74921	0.561
moral responsibility	315	1	5	3.7175	0.84977	0.722
altruist responsibility	315	1.25	5	3.5556	0.77691	0.604
Organizational commitment	315	1	5	3.7194	0.72742	0.529
Job satisfaction	315	1	5	3.5113	0.79647	0.634
Customer-orientation	315	1	5	3.7270	0.69866	0.488

NORMALITY TEST

Table 4: Kolmogorov-Smirnov test for research variable .

Variable	Significant level	The Test Statistic
Economical responsibility	0.521	0.814
Legal responsibility	0.053	1.498
Moral responsibility	0.724	0.692
Altruist responsibility	0.488	0.835

Organizational commitment	0.258	1.011
Job satisfaction	0.214	1.057
Customer-orientation	0.318	0.958

Regarding to table (4) observe that obtained meaningful level for Kolmogroph – Smirnoph test is up to 0/05 and research variables have normal distribution.

Table 5 – Research variable t – test results Regarding to t – test results in table (5) observe that research variables mean is more than certain limit also regarding to table observe that the most mean is fore tendency to client and at least for economic responsibility variable.

Table 5: Result of T-test

variable	T	Mean	T	Std. Error Mean	Sig. (2-tailed)
Economical responsibility	315	3.5101	12.159	0.74452	0.000
legal responsibility	315	3.7079	16.77	0.74921	0.000
moral responsibility	315	3.7175	14.985	0.84977	0.000
altruist responsibility	315	3.5556	12.691	0.77691	0.000
Organizational commitment	315	3.7194	17.552	0.72742	0.000
Job satisfaction	315	3.5913	13.176	79647/0	0.000
Customer-orientation	315	3.7270	18.468	0.69866	0.000

DEDUCTIVE TEST

Table 6: Variables subject in model

Variable	Symbol
Economical responsibility	ECCSR
legal responsibility	LCCSR
moral responsibility	ETCSR
altruist responsibility	PCSR
Organizational commitment	OC
Job satisfaction	JS
Customer-orientation	CO

RESEARCH MODEL IN MEANINGFUL NUMBERS

Using this could find meaningful relationship between research variables . In this status numbers are meaningful that is out of (-1/96 , 1/96) . It means it's meaningless between 1/96 , -1/96 .

Study of model test indirect : At follow study tested model indirect effect.

Table 7: indirect way coefficient

Indirect coefficient	Path
0.14	Customer-orientation← job satisfaction ← Commitment ← economical
0.27	Commitment ←legal responsibility
0.26	Commitment ← moral responsibility
0.40	Commitment ← altruist responsibility

As above table altruist social responsibility indirect effect through organizational commitment and job satisfaction on tendency to client is more than others .

CONCLUSION AND SUGGESTIONS

At first hypothesis studies social responsibility economic dimension effect on organizational commitment, results showed that its effect is positive and meaningful, so in 95 % reliability verified first hypothesis. Its effect rate on organizational commitment is 0.17. This is accordance to Song et al, (2015) results. At second hypothesis studies legal dimension. Results showed that it has positive and meaningful effect so in 95 % verified second hypothesis. Its effect rate on organizational commitment is 0.32. This result is accordance to Song et al.

At third hypothesis studies moral dimension. Results showed that moral dimension has positive and meaningful effect on organizational commitment. So in 95 % reliability verifies third hypothesis. Its effect rate is 0.33. This result is accordance to Song et al, (2015) results. At fourth hypothesis studies altruist dimension effect that results showed that its effect is positive and meaningful. So in 95 % reliability verifies fourth hypothesis. Its effect rate is 50 %. This result is accordance to Song et al, (2015) results. At fifth hypothesis studies organizational commitment effect on job satisfaction. Results showed that it has positive and meaningful effect. So in 95 % reliability verifies fifth hypothesis. Its effect rate is 0.89. This result is a accordance to Song et al, (2015). At sixth hypothesis studies job satisfaction effect on tendency to client. Results showed that reliability verifies sixth hypothesis. Its effect rate is 90 %. This result is accordance to Song et al, (2015), Lee et al, (2013) and Jafari and Mehrabian (2015) .

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